

Dubai Sustainable Tourism launches 'Get Into The Green Scene' initiative

22 May 2021, Dubai, UAE



Dubai Sustainable Tourism (DST) part of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) to further Dubai's position as one of the world's leading sustainable tourism destinations, has launched 'Get into the Green Scene'. The initiative is aimed at Dubai residents and visitors to raise awareness of the city's sustainable attractions and highlight the ease of incorporating sustainable practices into everyday life.

The launch of the 'Get into the Green Scene' initiative includes a sustainability calendar, featuring a series of environmental days throughout the year and ways in which people can engage within the theme of that calendar day. Included are simple, but fun, eco-conscious actions that promote the city's natural spaces and hidden gems, as well as spotlights advocacy organisations, partner and stakeholders that are working towards a more sustainable planet.

This initiative is just one example of DST bringing together public and private entities to further strengthen the city's positioning as a forward-thinking, world class destination for sustainable tourism. Moreover, it is also aligned with the recent announcement from HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE on the "Year of the 50th" campaign, where sustainability is one of four strategic pillars that will advance the country, support wellbeing and livelihood as well as proactive development and opportunities. DST is well-placed to drive these objectives forward successfully through its strong partnership network across the city.

Yousuf Lootah, Vice Chairman of Dubai Sustainable Tourism, commented on the launch of the initiative: "We are very proud to launch the 'Get into the Green Scene', which promotes the ease in which visitors and residents can embrace sustainability-minded behaviours. It also highlights the breadth of work that is being done across Dubai by our partners and stakeholders to ensure a positive impact on our environment as well as ways in which we can work together in support. Often the magnitude of what sustainability entails can be overwhelming, which is why we aim to simplify understanding with action for this initiative to make it more manageable and tangible to people of all ages."

The 'Get into the Green Scene' sustainability calendar is available to download [here](#) and covers eight environmental, wildlife and eco-tourism days over 2021.

'Get into the Green Scene' Days

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· 22 April: Earth Day

Every step taken in the right direction, has to start from somewhere. In honour of one of the most popular sustainable days of the year, there is no more fitting time to 'Get into the Green Scene' than on the heels of Earth Day 2021. Under Earth Day's theme – Restore Our Earth, we can all move to action and 'Get into the Green Scene' throughout the year to raise awareness on climate issues, our environmental impact, and sustainability.

· 30 April: World Arbor Day

This day encourages individuals to plant trees to promote ecological balance and reduce carbon levels. Make a pledge to support the UAE's national tree preservation efforts with [Goumbook's 'Give a Ghaf'](#) tree planting programme.

· 20 May: World Bee Day

Bee preservation is a critical part of food security measures around the world, with a third of the world's food production depending on them. Celebrate these little pollinators and discover their home-grown contributions at the [Honeybee Garden & Discovery Center](#) in Hatta.

· 3 June: World Bike Day

Bicycles are an affordable and environmentally-friendly mode of transportation, and this World Bike Day, there's no better way to take advantage of Dubai's vast bicycle infrastructure, than with an honorary ride. Whether you are a novice or professional rider, get outside and be active as we celebrate cycling for health, and also as a sustainable alternative to motor vehicles. Hire a bike and hit some of the city's most famous tracks, including: [Al Oudra Cycle Track](#), [Nad Al Sheba Park](#) and [Hatta Mountain Biking](#).

· 3 July: Plastic Free Bag Day

Plastic pollution is a worldwide problem and the reduction of single-use plastics is high on the global priorities list. Be a part of the solution on this day and say, 'no' to plastic bags where possible. Challenge yourself to a larger commitment and replace single-use plastic bottles, straws and food containers. Support local-based brands, [The Green Ecostore](#) or [The Green Camel](#) who offer a variety of eco-friendly plastic alternatives.

· 18 September: International Coastal Clean-Up Day

Dubai's pristine coastlines play a pivotal role in bringing visitors and locals together for a day of 'fun in the sun' however, these diverse marine ecosystems are also interconnected to the city's culture and identity. Get involved in protecting our national treasures so they can be enjoyed by future generations. Join the Emirates Environmental Group's annual '[Clean Up UAE](#)' campaign to remove waste and preserve Dubai's beaches and waterways.

· 4 October: World Animal Day

Release the animal-lover inside of you on a day aimed at raising awareness and providing a better future for all animals. With an abundance of wildlife, spend the day celebrating oryx, gazelle and camels, species that are native to the UAE. Admire these animals in their natural habitats at [Al Marmoom Desert Conservation Reserve](#), [Dubai Desert Conservation Reserve](#), or enjoy spotting over 170 types of birds at [Al Oudra Lakes](#).

· 11 December: International Mountain Day

With mountains home to 15% of the world's population and host to half of the world's biodiversity, this day is all about spotlighting how important these natural resources are. Spend an adventurous day at [Hatta](#), Dubai's biggest hidden gem, where you will be surrounded by all the splendour of the Al Hajar mountains. Take your family, or grab a friend

and hike a trail, ride a mountain bike, go on a horseback ride, or simply revel in beautiful landscape in appreciation of these natural wonders on International Mountain Day.

The public, stakeholders and partners are encouraged to share their participation in 'Get into the Green Scene' on social and digital channels through the hashtag **#DubaiGreenScene**.